

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: Ron H. Rothman et al.

Title: METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC CREATIVES FOR DISPLAY ON
AN ELECTRONIC NETWORK

Attorney Docket No.: 1199U004US00

PATENT APPLICATION TRANSMITTAL**MAIL STOP PATENT APPLICATION**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

03917 U.S.PTO
10/681476

100803

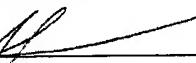
We are transmitting herewith the following attached items and information (as indicated with an "X"):

Return postcard.
 Utility Patent Application under 37 CFR 1.53(b) comprising:
 Specification (25 pgs, including claims numbered 1 through 52 and a 1 page Abstract).
 Formal Drawing(s) (5 sheets).
 Charge Credit Card in the amount of \$2120.00 to pay the filing fee.
 Assignment of the invention to CNET Networks, Inc. (3 pgs) and Recordation Form Cover Sheet.
 Charge Credit Card in the amount of \$40.00 to pay the Assignment recording fee.
 Signed Declaration (2 pgs.).
 Signed Power of Attorney (2 pgs.)
 Credit Card Payment Form (1 pg.)

The filing fee has been calculated below as follows:

	No. Filed	No. Extra	Rate	Fee
TOTAL CLAIMS	52-20	32	x 18.00 =	\$576.00
INDEPENDENT CLAIMS	12-3	9	x 86.00 =	\$774.00
[]MULTIPLE DEPENDENT CLAIMS PRESENTED				\$0.00
BASIC FEE				\$770.00
TOTAL				\$2120.00

Please charge any additional required fees or credit overpayment to Deposit Account No. .

Axiom Legal Solutions c/o PortfolioIP
P.O. Box 52050, Minneapolis, MN 55402 (203-438-1077)By: 
Atty: Jeffrey L. Brandt
Reg. No. 31490"Express Mail" mailing label number: EV268173968USDate of Deposit: October 8, 2003This paper or fee is being deposited on the date indicated above with the United States Postal Service pursuant to 37 CFR 1.10, and is addressed to
The Commissioner for Patents, Mail Stop Patent Application, P.O. Box 1450, Alexandria, VA 22313-1450.

Name

Emily Bates

Signature

Emily Bates